



# Sustainable Funding for Early Childhood Services

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# Sustainable Funding Must Be Achieved In a Changing Landscape

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- Tight Government Budgets, Competing Priorities
- Move To Decrease Entitlements and Cost Drivers
- Damage From Recession
  - Increased Need/Demand
  - Decreased Capacity, Fragile Provider Economics
- Insurance Focus on Medical Model
- Interest In Accountability & Efficiency
- Economic and Political Uncertainty and Volatility

# Moving Project Launch From Grant To Sustainability

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The five step implementation plan

1. Identify the active ingredients, dispense with the rest
2. Create a budget and infrastructure that will sustain and grow the franchise
3. Create a Funding Plan
4. Create a convincing business case and communication plan
5. Create a viable bridge from the status quo to the new future

# Considerations In Building A Budget

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- How The Model Is Structured and Operationalized
  - Qualifications, Licensure, Credentialing
  - Supervision
  - Facilities, Travel
  - Insurance
  - Documentation
  - Administrative, Financial and Information Technology Resources
  - Metrics for Accountability, Planning & Justifying Value
- Complexity and Scale - Justifying Specialization

# Creating A Funding Plan

- Which Vehicles Fund What You Seek To Offer
  - Chasing The Money Versus Being Adaptable
- The Need/Opportunity To Braid Resources
- Alignment With Funding Source(s) Mission and Perspective
- Alignment of Infrastructure To Funder Requirements
- Work Numerous Options To Increase Likelihood of Success, Support Capacity Building, Build Resilience

# Build A Convincing Business Case

- The Moral Argument Is Not Enough
- Will This Save Money or Use Existing Money Better? More for More Is Hard To Sell!
- Will This Replace Anything or Is It An Add On?
- Can You Quantify The Impact?
  - Reduced Costs In Other Systems, Including Somatic Medical and Social Services?
  - Quality of Life Is Tough To Quantify – Use Stories
- Know Who Will Care About Your Business Case

# Understand The Timeframes For Getting and Being Able To Use Alternate Funding

- Building Consensus, Support and Urgency:
  - Within Supporters & Support Groups
  - Within The Executive Branch
  - Within The Legislative Branch
- Governor’s Budget Preparation Timeframes
- Legislative Cycles
- Foundation Awards
- Creating Willingness and Structure:
  - State Medicaid Plan Changes
  - Private Insurers and Healthplans
- Infrastructure Development
- Provider Licensure, Certification and Contracting

# Know How It Will Be Brought To Scale

- How Large Is The Population For The Service?
- How Are The Needs Of This Population Currently Being Addressed?
- Where/How Will Services Be Delivered?
- Who Will/Won't Have Access To Services?
  - It Is Hard To Gain The Support Of Those Who Won't Benefit
  - It Is Hard To Justify A Better Service Only For Some



# What Needs To Be Managed To Alter Scale

- Can Adequate Numbers of Highly Qualified Staff Members Be Assured?
- What Happens To Existing Providers? How Do You Ensure Competency Rather Than Just Hours of Training?
- What Will It Cost To Bring It To Scale
- How Would The Rollout Be Phased In?
- How Will Quality Be Assured?

# Alignment Is About Value

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- A Value Proposition Is When You Deliver Something of Greater Value Than The Cost
- A Good Value Proposition Is When You Deliver Something of Great Value at Lower Cost Than Alternative
- Each Entity Has A Different Value Proposition Based Upon Their Needs and Their Resources
- Other Organizations Can Be Supportive **IF** They See How It Impacts **THEIR** Core Mission
- You Must Measure and Report Value In Ways Others Understand

# Summarizing The Steps To Sustainability

- What Are We Trying To Sustain?
- If It Isn't Now The Standard Everywhere, Why Not?
- Who Cares? Do Those Who Care Have Money?
- Who Are The Community Partners?
- What Is The Core Mission?
  - How Clear and Simple Is It?
  - Is There Competition for Resources?
- Does The Infrastructure Work?
- Can We Explain Clearly What We Are Doing?
- Can We Demonstrate Value and Accountability?

“We are continually faced with a series of great opportunities brilliantly disguised as insoluble problems.”

John W. Gardner



# Behavioral Health is Essential To Health



Prevention Works



Treatment is Effective



People Recover